

Listing and Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-5. (cancelled)

6. (new) A method for providing advertisements in an electronic program guide, comprising steps of:

receiving a plurality of advertisements;

storing said received advertisements;

enabling a user to access said electronic program guide;

determining whether a first type of advertisement exists in said stored advertisements, said first type of advertisement being displayable in response to user navigation within said electronic program guide;

enabling display of a second type of advertisement if said first type of advertisement does not exist in said stored advertisements, said second type of advertisement being displayable independently of user navigation within said electronic program guide; and

enabling display of said first type of advertisement in response to detecting user navigation within said electronic program guide if said first type of advertisement exists in said stored advertisements.

7. (new) The method of claim 6, wherein said first type of advertisement is stored in a first queue and said second type of advertisement is stored in a second queue.

8. (new) The method of claim 6, wherein said first type of advertisement includes pre-defined control data and said second type of advertisement does not include said pre-defined control data.

9. (new) The method of claim 6, wherein said first type of advertisement includes a descriptor indicating at least one of a specific channel and a specific program.

10. (new) A system for providing advertisements in an electronic program guide, comprising steps of:

first means for receiving and storing a plurality of advertisements;

second means for enabling a user to access said electronic program guide;

said second means determining whether a first type of advertisement exists in said stored advertisements, said first type of advertisement being displayable in response to user navigation within said electronic program guide;

said second means enabling display of a second type of advertisement if said first type of advertisement does not exist in said stored advertisements, said second type of advertisement being displayable independently of user navigation within said electronic program guide; and

said second means enabling display of said first type of advertisement in response to detecting user navigation within said electronic program guide if said first type of advertisement exists in said stored advertisements.

11. (new) The system of claim 10, wherein said first type of advertisement is stored in a first queue and said second type of advertisement is stored in a second queue.

12. (new) The system of claim 10, wherein said first type of advertisement includes pre-defined control data and said second type of advertisement does not include said pre-defined control data.

13. (new) The system of claim 10, wherein said first type of advertisement includes a descriptor indicating at least one of a specific channel and a specific program.